

Esalen Institute

1776 Union Street, San Francisco, California 94123



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A B

Esalen Institute is a center to explore those trends in the behavioral sciences, religion and philosophy which emphasize the potentialities and values of human existence. Its activities consist of seminars and workshops, research and consulting programs and a residential program exploring new directions in education and the behavioral sciences.

esalen institute

Dear Friend,

I invite you to Esalen's "East Coast Weekend".

We have asked many of our group leaders, theoreticians and researchers to come to New York to present our second East Coast program. The weekend will include the experiential disciplines that many people have found to be exciting and helpful in their lives: encounter, sensory awakening, gestalt therapy, psychosynthesis, meditation and others. All of the weekend's experiential sessions will include a theoretical component and there will be a number of sessions which are entirely theoretical.

Along with other such institutions, Esalen represents a new approach to the family, medicine, the human body, sanity and madness, education, religion. It may interest you to know that in California a major exploratory project is under way applying the new techniques pioneered in Esalen workshops to the education of children in public schools, that Harvey Cox and others who are stimulating religious practice find Esalen's approaches help to expand meaning in our churches, that a research center in psychosis which refines the work of R.D. Laing is in operation, or that ways are being discovered whereby people can learn voluntary control of "involuntary" processes like heart beat, blood pressure and brain waves.

This Weekend is a benefit for Esalen Institute and we are eager to raise money for research and further development. But the Weekend has another purpose which is equally important in our minds: to bring together at one time and in one place many of the best minds working to achieve a new consciousness and culture. I personally hope you will come and that your celebrations and conversations with us will quicken in some way the movement toward a richer existence.

Sincerely yours,



Stuart Miller
Director of Development

san francisco, california

big sur, california

Biographies

JOE K. ADAMS, PH.D.

has been a heretic for many years in the field of psychology. His new book, *Secrets of the Trade; Essays in Madness, Creativity and Ideology* (An Esalen Book, Viking Press) will be published this spring.

GEORGE I. BROWN, PH.D.

Professor of Education at the University of California, Santa Barbara, directed the pioneering Ford-Esalen Project in Affective Education. His book, *Human Teaching for Human Learning* (An Esalen Book, Viking Press), is the first published account of this undertaking.

JOSEPH CAMPBELL

is author of *The Hero with a Thousand Faces* and *The Masks of God*, co-author of *A Skeleton Key to Finnegans Wake* and editor of the posthumous works of Heinrich Zimmer as well as the five Bollingen volumes of *Papers from the Eranos Yearbooks*.

HARVEY COX

is Associate Professor of Church and Society in the School of Divinity, Harvard University. He is author of *The Secular City*, *On Not Leaving It to the Snake* and numerous articles which have opened up new perspectives on secularization and the religion of modern man.

RICHARD FARSON, PH.D.

is Dean of the School of Design at the California Institute of the Arts and chairman of the board of Western Behavioral Science Institute. His interests include the application of techniques derived from behavioral sciences to improving the physical and psychological environment.

BETTY FULLER

is a nationally famous encounter group leader and Esalen's director of Consulting Services. Her background includes teaching and several years in radio, TV and the theater. She is Director of the current Esalen San Francisco Residential Program.

BERNARD GUNTHER

is the inventor of sensory awakening, a poet, film maker and author of *Sense Relaxation*, *Love View* and a new book to be published shortly: *What To Do Until the Messiah Comes* (Macmillan 1971).

FRANK HARONIAN, PH.D.

is a psychologist involved in the practice of psychotherapy

JOHN LILLY, M.D.

is trained in psychoanalysis, computer theory, biophysics, neurophysiology and interspecies communication. He is the author of *The Mind of the Dolphin* and *Man and Dolphin* and has just returned from nine months of intensive study with a Sufi master in Arica, Chile.

DANIEL I. MALAMUD, PH.D.

is a graduate of the William Alanson White Institute and a practicing psychotherapist. He has been pioneering in the development of self-confrontation exercises for the last 20 years, mainly in Workshops in Self-Understanding at N.Y.U. He is the co-author of *Toward Self-Understanding: Group Techniques in Self-Confrontation* (Charles C. Thomas, 1965).

MICHAEL MURPHY

is president and co-founder of Esalen Institute.

ROBERT ORNSTEIN, PH.D.

is Research Psychologist at the University of California Medical Center, where he has worked with Dr. Joe Kamiya on physiological feedback. He is the author of *On the Experience of Time* (Penguin Books) and co-author with Claudio Naranjo of *On the Psychology of Meditation* (An Esalen Book, Viking Press, Spring 1971).

JOHN PIERRAKOS, M.D.

is Director of The Institute for Bioenergetic Analysis and a co-worker with Dr. Alexander Lowen. He is a practicing psychiatrist and has done extensive research on the human aura and energy fields.

IDA ROLF, PH.D.

is developer of the Rolf Method of Structural Integration, a system of deep myo-fascial organization which releases excessive tension and realigns body structure, thereby establishing more efficient functioning. Dr. Rolf has taught Structural Integration in New York, London and other cities and is currently teaching and working on special projects at Esalen.

FRANK RUBENFELD, PH.D.

is a clinical psychologist and a member of the New York Institute of Gestalt Therapy. In addition to his private practice of group and individual gestalt therapy, he trains psychotherapists in gestalt, seeing and dancing.

ILANA RUBENFELD

is a certified teacher of the Alexander Technique, a method

tion of techniques derived from behavioral sciences to improving the physical and psychological environment.

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FRANK HARONIAN, PH.D.

is a psychologist involved in the practice of psychotherapy and the explication of psychosynthesis. He has worked in clinics, in schools and as a researcher in constitutional psychology. He has studied with Roberto Assagioli and is one of his collaborators.

JOHN HEIDER, Ph.D.,

has been director of the Esalen Residential Program at Big Sur. He is interested in integrating dance, meditation, sensory awakening and encounter.

SAM KEEN, PH.D.

is a consulting Editor for Psychology Today and Professor of Philosophy of the Person at Prescott College, Prescott, Arizona. He is widely known as a theologian for his innovative books *Apology for Wonder* and *To a Dancing God*.

JANET LEDERMAN

an artist and writer, taught in Los Angeles city schools for fourteen years. She has applied gestalt therapy techniques to various educational situations ranging from conventional schools and colleges to schools for disadvantaged ghetto children. She is the author of *Anger and the Rocking Chair, Gestalt Awareness with Children* (An Esalen Book, McGraw-Hill).

GEORGE LEONARD

was senior editor of LOOK magazine and was for four years vice president of Esalen Institute. His book *Education and Ecstasy* (Delacorte) is an optimistic vision of opportunities for break-throughs in education and society generally.

LAWRENCE LeSHAN, PH.D.

is a research and clinical psychologist. Over the past seven years he has done full-time research on the nature of paranormal phenomena, working closely with Eileen Garrett and other sensitives. His recent monograph, "Towards a General Theory of the Paranormal", is available from the Parapsychology Foundation, Inc., New York.

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ILANA RUBENFELD

is a certified teacher of the Alexander Technique, a method of body and sensory awareness facilitating mental and physical integration.

RICHARD RUBENSTEIN, PH.D.

the best known Jewish radical theologian, is author of *After Auschwitz* and *The Religious Imagination*. In his work he has attempted to define the theological problem of how he might be religious in a time of the death of God.

WILLIAM C. SCHUTZ, PH.D.

is a teacher, researcher, theorist and practitioner in the fields of interpersonal behavior and research design. He has taught at Harvard, the University of Chicago, the University of California at Berkeley and the Albert Einstein College of Medicine. He is the author of *The Interpersonal Underworld* and of *Joy*. He will shortly publish *Here Comes Everybody*, a book dealing with the larger implications of encounter groups.

JULIAN SILVERMAN, PH.D.

is Esalen's Research Director. His major research concerns are with the study of psychophysical functioning in relation to subjective experience and behavior change. He is the author of numerous papers on shamanism, Rolfing and schizophrenia. He is on the editorial boards of the *Journal of Schizophrenia* and the *Journal of Nervous and Mental Disease*.

ALAN WATTS

is author of *The Way of Zen; Nature, Man and Woman; Psychotherapy East and West: Beyond Theology*; and many other writings. He has been, with D. T. Suzuki, the leading popularizer of Zen Buddhism in the United States.

Friday Night

All programs begin promptly at 9 or 11 p.m.

William C. Schutz, Ph.D.:

Open Encounter and The Encounter Culture

Experiential Session

9:00 - 10:30 p.m. Grand Ballroom

George I. Brown, Ph.D.:

Esalen and Education

Experiential Session

9:00 - 10:30 p.m. Crystal Room

Joseph Campbell:

Myths of Alienation and Rapture

Lecture-Discussion

9:00 - 10:30 p.m. Palm Room

Julian Silverman, Ph.D.:

Research at Esalen Institute

Discussion

9:00 - 10:30 p.m. Executive Room

Lawrence LeShan, Ph.D.:

Psychic Healing

Discussion

9:00 - 10:30 p.m. Governor's Room

Frank Haronian, Ph.D.**Daniel I. Malamud, Ph.D.:**

Psychosynthesis:

New Directions in Personal, Inter-Personal
and Transpersonal Explorations

Discussion-Demonstration

9:00 - 10:30 p.m. Gold Room

George Leonard

The Inevitable Transformation of Mankind

Lecture-Discussion-Experience

11 p.m. - 1:00 a.m. Grand Ballroom

John Lilly, M.D.

Mental Health: Continuous Satori-Samadhi

Lecture-Demonstration-Experience

11:00 p.m. - 1:00 a.m. Crystal Room

Janet Lederman

Discovery Through Gestalt Awareness

Experiential Session

11:00 p.m. - 1:00 a.m. Palm Room

Joe K. Adams, Ph.D.:

Groups & Other Cannibals: Potential Tyranny of Encounter

Lecture-Discussion

11:00 p.m. - 1:00 a.m. Executive Room

Ilana Rubinfeld:

The Alexander Technique

Lecture-Demonstration

11:00 p.m. - 1:00 a.m. Governor's Room

Richard Farson, Ph.D.:

Behavioral Science and Urban Design

Conversation

11:00 p.m. - 1:00 a.m. Gold Room

Saturday

Morning and

Betty Fuller:

Encounter for Couples

Experiential Session

10:00 - 12:30 p.m. Grand Ballroom

Bernard Gunther:

What To Do Until the Messiah Comes: Sensory A

Experiential Session

10:00 - 12:30 p.m. Crystal Room

John Lilly, M.D.:

Mental Health: Continuous Satori-Samadhi

Lecture-Demonstration

10:00 - 12:30 p.m. Palm Room

Robert Ornstein, Ph.D.:

The Psychology of Meditation

Discussion-Demonstration-Experience

10:00 - 12:30 p.m. Executive Room

Janet Lederman**George I. Brown, Ph.D.:**

Gestalt Therapy and Education

Experiential Session

10:00 - 12:30 p.m. Governor's Room

John Heider, Ph.D.:

Esalen Residential Program

Conversation

10:00 - 12:30 p.m. Gold Room

William C. Schutz, Ph.D.:

Open Encounter and the Encounter Culture

Experiential Session

2:00 - 4:30 p.m. Grand Ballroom

Alan Watts:

Eastern Religion and Contemporary Psychology

Discussion-Experiential Session

2:00 - 4:30 p.m. Crystal Room

Frank Haronian, Ph.D.**Daniel I. Malamud,**

Psychosynthesis: New Directions in Personal, Inter-
and Transpersonal Explorations

Experiential Session

2:00 - 4:30 p.m. Palm Room

Ida Rolf, Ph.D.:

Structural Integration

Lecture-Demonstration

2:00 - 4:30 p.m. Executive Room

Julian Silverman, Ph.D.:

Research at Esalen Institute

Discussion

2:00 - 4:30 p.m. Governor's Room

Joe K. Adams, Ph.D.:

Groups & Other Cannibals: Potential Tyranny

Conversation

2:00 - 4:30 p.m. Gold Room

No Host Cocktail Party

4:30 - 6:00 p.m. Saturday—Grand Ballroom



Order Form:

Please make checks payable
to Esalen Benefit and mail to:
Esalen Benefit,
P. O. Box 739, New York City, N. Y. 10010.
The cost of the tickets is tax deductible.

Please send me the following:
_____ @ \$75.00 for complete
_____ @ \$25.00 for Friday
_____ @ \$35.00 for all day
_____ @ \$35.00 for all Day

Friday

Morning and Afternoon

Couples
Grand Ballroom
the Messiah Comes: Sensory Awakening
Crystal Room

Continuous Satori-Samadhi
Palm Room

Ph.D.:
of Meditation
tration-Experience
Executive Room

George I. Brown, Ph.D.:
and Education
Governor's Room

D.:
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Gold Room

Ph.D.:
r and the Encounter Culture
Grand Ballroom

n and Contemporary Psychology
ntial Session
Crystal Room

Ph.D. Daniel I. Malamud, Ph.D.:
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nal Explorations
Palm Room

ration
tion
Executive Room

Ph.D.:
alen Institute
Governor's Room

h.D.:
er Cannibals: Potential Tyranny of Encounter
Gold Room

Party
Saturday—Grand Ballroom

Sunday

Morning and Afternoon

Alan Watts:
Aquarian Age Religious Service
Experiential Session
10:00 - 12:30 p.m. Grand Ballroom

Harvey Cox, Ph.D.
Sam Keen, Ph.D.
Richard Rubenstein, Ph.D.:
Sunday Morning Service
Experiential Session
10:00 - 12:30 p.m. Crystal Room

John Heider, Ph.D.:
Frontiers of Encounter Technique
Experiential Session
10:00 - 12:30 p.m. Palm Room

Robert Ornstein, Ph.D.:
Brain Wave Research and Control of Consciousness
Lecture-Discussion
10:00 - 12:30 p.m. Executive Room

Ida Rolf, Ph.D.:
Structural Integration
Lecture-Demonstration
10:00 - 12:30 p.m. Governor's Room

Frank Rubinfeld, Ph.D.:
Gestalt Therapy
Demonstration-Discussion
10:00 - 12:30 p.m. Gold Room

Bernard Gunther:
What to do Until the Messiah Comes: Sensory Awakening
Experiential Session
2:00 - 4:30 p.m. Grand Ballroom

George Leonard:
The Inevitable Transformation of Mankind
Lecture-Discussion-Experience
2:00 - 4:30 p.m. Crystal Room

Betty Fuller:
Encounter: Responsibility and Freedom to Choose
Experiential Session
2:00 - 4:30 p.m. Palm Room

Michael Murphy
Richard Farson, Ph.D.:
The Design Revolution and the Consciousness Revolution
Discussion
2:00 - 4:30 p.m. Executive Room

John Pierrakos, M.D.:
The Bioenergetic Approach to Illness and Health
Discussion-Demonstration
2:00 - 4:30 p.m. Governor's Room

Lawrence LeShan, Ph.D.:
Psychic Healing
Discussion
2:00 - 4:30 p.m. Gold Room

Please send me the following tickets:

___ @ \$75.00 for complete weekend
___ @ \$25.00 for Friday night
___ @ \$35.00 for all day Saturday
___ @ \$35.00 for all Day Sunday

Name _____
Address _____
City _____ State _____ Zip _____

East Coast
Weekend
with

Esalen Institute

The Weekend is:

a look at encounter, sensory awakening, gestalt therapy, meditation, psychosynthesis, the Alexander method, communication in couples, body therapies, fantasy.

Including:

discussions of altered states of consciousness, affective brain wave conditioning, research into the paranormal, the potential tyranny of encounter groups, structural int, mysticism and psychology, environmental and life design



When: April 16, 17, 18, 1971

Where: Hotel Diplomat,
108 W.43rd Street, New York

(Between 6th and Broadway)

Esalen Institute

awakening, gestalt therapy,
the Alexander method,
body therapies, fantasy.

of consciousness, affective education
search into the paranormal,
counter groups, structural integration,
environmental and life design.

3, 1971

at,

street, New York

Tickets:

Complete Weekend (6 sessions—
Fri. night, all day Sat. & Sun.): \$75.00.

Complete Friday night: \$25.00 All day Saturday: \$35.00 All day Sunday: \$35.00.

Tickets are not available for half days. Costs do not include room & board.

MAIL ORDER: Please return attached coupon or write to: ESALEN WEEKEND,
P. O. Box 739, New York City, New York 10010.

**Mail orders will be filled immediately until April 9th. They will be
returned to sender, unopened, after April 9th.**

DIRECT PURCHASE:

ANTHOS, 24 E. 22 St., New York (Mon. thru Fri., noon till 6)

FURTHER TICKET INFORMATION: Call Esalen Weekend, (212) 260-0909.
Tickets will also be sold at the door, at the Hotel Diplomat, Friday, April 16,
if still available.

The price of tickets is tax deductible. Please make all checks payable to
Esalen Benefit. **This year we cannot accept deposits or deferred payments.**
Because of heavy demand, sales will be on a first-come, first-served basis.

REFUNDS: Refunds will be made only if tickets are received by the Benefit
Committee at P. O. Box 739, New York City, N. Y. 10010, before April 13th.

STUDENT TICKETS: Students will be admitted at a 20% reduction upon
presentation of proper student identification. Student tickets will be sold
at the door only, Friday, April 16, providing space is available.

NOTE: Purchase of a ticket for the weekend or any part of it entitles the
purchaser to attend events during that time period subject to available
particular space. If you wish to hear a particular speaker at a particular
time you will be admitted on a first-come, first-served basis. We are unable
to provide pre-registration.

CLOTHING Wear loose, comfortable clothes; slacks advised for women.